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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: GEORGE *et al.* Examiner: Coulter, K.  
Serial No.: 09/759,701 Group Art Unit: 2141  
Filed: 01/12/2001 Docket No.: 10003542-1  
Title: METHOD AND SYSTEM FOR CUSTOMIZING ELECTRONIC  
COMMUNICATIONS

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence and the papers, as described hereinabove, are being deposited in the United States Postal Service, as first class mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on August 18, 2004.

By: Tracey M. Dotter  
Tracey M. Dotter

**OFFICE ACTION RESPONSE AND AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RECEIVED**

AUG 27 2004

Technology Center 2100

Dear Sir:

In response to the Office Action dated June 4, 2004, reconsideration and allowance of the application are respectfully requested in view of the remarks below.

Amendments to the claims are reflected in the listing of claims beginning on page 2 and the Remarks begin on page 8.

08/24/2004 KBETEM1 00000005 082025 09759701

01 FC:1202 126.00 DA  
02 FC:1201 258.00 DA

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): George et al.

Confirmation No.: 2736

Application No.: 09/759,701

Examiner: Coulter

Filing Date: 1/12/2001

Group Art Unit: 2141

Title: Method and System for Customizing Electronic Communications

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

RECEIVED

AUG 27 2004

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Technology Center 2100

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment ( ) Petition to extend time to respond  
(X) New fee as calculated below ( ) Supplemental Declaration  
( ) No additional fee (Address envelope to "Mail Stop Non-Fee Amendment")  
( ) Other: (fee \$ )

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	27	MINUS	20	= 7	X \$18	\$ 126
INDEP. CLAIMS	6	MINUS	3	= 3	X \$86	\$ 258
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$290	\$ 0
EXTENSION FEE	1ST MONTH \$110.00	2ND MONTH \$420.00	3RD MONTH \$950.00	4TH MONTH \$1480.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 384

Charge \$ 384 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.

Date of Deposit: 08/18/2004

Typed Name: Tracey M. Dotter

Signature: Tracey M. Dotter

Respectfully submitted,

George et al.

By

LeRoy D. Maunu

Attorney/Agent for Applicant(s)

Reg. No. 35,274

Date: 08/18/2004